

Abstract

Title: Perception of the Red Bull brand in the field of sports by Z generation

Objectives: The main objective of this work is to identify the current perception of the Red Bull brand in sports from the perspective of the Z generation. Through marketing research, penetrate the awareness of sporting events organized by the company and find out the knowledge of Red Bull athletes among the young generation.

Methods: In the bachelor's thesis, there are used methods of qualitative and quantitative research. More specifically, the technique of in-depth interviews and electronic questioning is used in these areas. Qualitative research is used to obtain information for understanding the overall corporate identity and defining questions for research. The method of quantitative research examines the current perception of the Red Bull brand by the Z generation.

Results: The results of the research show that the image of the Red Bull brand is perceived very positively by the Z generation and the brand is attributed the desired characteristics. The young generation perceives the brand mainly as a confident, relaxed, funny, and professional and life loving brand. Red Bull ranked the fifth among brands in connection with sporting events held in the Czech Republic. However, awareness of selected Red Bull events has shown considerable shortcomings. Ester Ledecká, Martin Šonka and Eva Samková have been among the most prominent athletes working under the Red Bull brand.

Key words: brand value, brand image, brand awareness, marketing research, Red Bull, Z generation